



Tom Peterson

CMO

About Tom

A growth-focused Marketing Leader, Tom develops and executes omnichannel strategies to support sales, brand awareness, and full customer lifecycle growth. A Strategist with 25 years of proven success, he translates go-to-market strategies to create high-converting campaigns aligned with business objectives to deliver engagement, leads, pipeline, and revenue. Highly adaptable to new industries and extensive experience in multi-unit franchising. Tom employs big data and advanced marketing analytics and insights to identify unmet customer needs and optimize marketing strategies. Owing campaign execution, he delivers closed-loop measurement focused on driving customer acquisition and retention while maximizing revenue and profits.

How Tom has Helped Businesses Grow

- Doubled revenue to \$1.3 billion and increased EBITDA 5x to \$144 million for Lazydays RV in less than three years. Posted +78% in same store sales leads, +67% service leads, and +68% used inventory leads.
- Generated an incremental \$45 million in revenue for Youfit Gyms, led by more than doubling online membership opt-ins and a 22% increase in membership retention in two years.
- Generated an incremental \$300 million in revenue for Aaron's in two and a half years. Increased stock price 24%, diluted EPS by 16%, and consumer sentiment/awareness scores by 15%.
- Reversed negative sales trend by 9.6% with a 60% flow-through to EBITDA leading development and deployment of a strategic turnaround for Ovation Brands and positioned company for a sale within the one-year objective.
- Generated 15% traffic and 20% revenue growth resulting in 50% EBITDA growth within 18 months revitalizing/repositioning the Krystal brand (first time in seven years to experience comp traffic growth).

Executive Experience

- Chief Marketing Officer, Lazydays Holdings, Inc.
- Chief Marketing Officer, Youfit Gyms
- Chief Marketing Officer/Executive Consultant, Ovation Brands
- Chief Marketing Officer, Krystal
- Chief Marketing Officer, Aaron's
- Senior Director of Marketing, Arby's

Expertise

Industry Experience

- Retail
- e-commerce
- Consumer
- Consumer Services
- Food & Beverage
- Health & Wellness

Specialties

- Digital Transformation
- Demand Generation
- Sales/Marketing Automation/MarTech
- AI
- Omni Channel Marketing
- Go-to-Market Strategy
- Market Penetration & Growth

Education

- BSBA, Slippery Rock University of Pennsylvania

Contact Information

Tom Peterson
Phone: 404.372.7201
TPeterson@chiefoutsiders.com
www.chiefoutsiders.com